GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Agriculture & Cooperation Department – Organization of Dr. YSR Rythu Bharosa Chaitanya Yathra at RBK level - Conduct of Campaigns from 9th July 2021 to 23rd July 2021- Orders – Issued.

AGRICULTURE & COOPERATION (AGRI.II) DEPARTMENT

G.O.RT.No. 411 Dated: 06-07-2021.

Read:

e-file from the Commissioner of Agriculture, A.P., Guntur, vide AGC02-22026/12/2021-ATMA SEC – AGRHOD

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ORDER:

Andhra Pradesh being an agriculture state, Government is giving top priority for agriculture & allied sectors and farmer's welfare. To address the needs of the farmers, the Government have established 10778 Rythu Bharosa Kendralu (RBKs) at village level for providing all the necessary quality inputs, technology services, Procurement operations to farmers under one umbrella.

2. With the onset of Southwest monsoon, the agricultural operations have started across the State. To orient the farmers about different schemes taken up by the Government in Agriculture/ Horticulture/ Sericulture/ Fisheries/ Animal Husbandry departments and to bring awareness about the latest farm technologies it is decided to conduct Dr.YSR Rythu Bharosa Chaitanya Yatras from 9th July 2021 to 23rd July 2021 at RBK level across the state. During the campaign, the officers of the Agriculture/ Horticulture/ Sericulture/ Fisheries/ Animal Husbandry Departments, along with the scientists of the KVKs as well as Agriculture research stations will go jointly to all the RBKs and conduct interactive sessions with farmers. They will address critical gaps identified by the farmers and will also give demonstration to the farmers on the latest agriculture and allied technologies.

**Theme of the Dr. YSR Rythu Bharosa Chaitanya Yatras:**

To orient the farmers about different activities taken up by the Agriculture/ Horticulture/ Sericulture/ Fisheries/ Animal Husbandry Departments and to adopt the critical interventions through interactive sessions with farmers during Dr. YSR Rythu Bharosa Chaitanya Yatras from 9th July, 2021 to 23rd July, 2021.

[P.T.O]

**The major critical gaps includes**

- Location/Area Specific varietal selection with special focus on market preferred Paddy varieties.
- Crop diversification by discouraging paddy cultivation under Bore wells and upland areas.
- Seed treatment.
- Soil Test based fertilizer application.
- Correction of Micro nutrient deficiencies.
- e- Crop Booking.
- Issue of CCRCs.
- Establishing CHCs under Farm mechanization.
- Adoption of best agronomic practices for increased productivity and reduced cost of cultivation".
- Crop diversification by discouraging paddy cultivation under Bore wells and upland areas' modified as 'Crop diversification by discouraging paddy cultivation under Bore wells and upland areas' preferably with Horticulture crops.
- Post harvest management practices like sorting, grading, minimal processing etc., both in Agriculture and Horticulture crops are included.
- Lack of awareness on proper feeding of Livestock to tap the potential.
- Deficit of green fodder in feeding practices
- Prolonged calving interval.
- Repeat breeding in milch animals.
- Lack of awareness on Livestock management practices.

**Modalities for conduct of Rythu Bharosa Chaitanya Yatras**

**A. Plan of Action:**

- Agriculture & all allied sectors will participate in the campaign with prior approved agenda of the concerned sector.

- The Campaign is to be organized at all RBKs without any exception and the schedule of the campaign is to be prepared in such a way that, all the RBKs are covered between 9th July, 2021 to 23rd July 2021.

- On 8th July, 2021, "Rythu Dinothsavam Day" activities will be conducted in all the RBKs.

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- All the Mandal level officers of Agriculture and allied departments as well as Scientists of the Agriculture research stations / KVKs will participate in the campaign.

- The JDA/JD-AH/DD-Horticulture/AD-Fisheries will coordinate the conduct of Campaign under the overall guidance of the District Collector and Joint Collector (RB&R).

- VAAs/VHAs/VSAs/AHAs/VFAs have to mobilize their respective farmers and assemble them in the RBK as per the schedule of the programme duly following the COVID protocols.

- Progressive farmers, Agri Advisory board members, Tenant farmers, Women farmers and Representatives of different farmers groups are to be invited invariably.

**B. Pre Campaign Activities:**

- Finalization of the Content - Posters, Handouts, Booklets, Audios, Videos, Crisp messages.
- Assess the readiness of the field staff to ground the campaign.

**C. Activities Proposed on the Day of campaign:**

- Half a day programme is to be scheduled at each RBK
- Morning Session: 9.00AM to 12.00 Noon
- After noon session: 2.00 PM to 5.00 PM
- Tentative activity schedule is as follows

| Duration | Activity |
|---|---|
| 15 minutes | Briefing about the Campaign |
| 15 minutes | Video/ Audio Messages to be played in the campaign about the selected concepts. |
| 15 minutes | "**Discussion and identification of village specific problems/issues in farming**" so that the critical gaps in that village can identified and it will help us in planning for extension activities |
| 45 minutes | Farmer- Scientist- Officers interaction Creating awareness about the importance of the specified concepts of the Agriculture & allied sectors. |

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|---|---|
| 30 minutes | Creating awareness among farmers on advantages of (a) Using pre-tested quality Agri-inputs viz., Seed & pesticides pre-positioned at YSR RBKs which plays greater role in enhancing productivity and increasing incomes of farmers.(b) Hiring of Farm Machinery i.e., Combined Harvesters, Balers, earth moving equipment for Land Development at affordable prices from AP AGROS/CHC's which reduces cost of cultivation for farmers. |
| 30 minutes | Method Demonstrations if any |
| 30minutes | Sharing of experiences of practicing farmer/ champion farmers (who are practicing the theme activity on his own during last few seasons). |

**D. Other Modalities:**

- The programme is to be organized in the premises of RBK.
- The logistic arrangements for the meeting are to be looked after by the concerned Village Agriculture Assistants / Village Horticulture Assistants / Village Sericulture Assistants /Animal Husbandry Assistants/ Village Fisheries Assistants duly following Covid Protocols i.e. Social Distancing, Wearing Masks and Hand sanitizing.
- AOs to closely monitor the conduct of campaign and participate in all the programmes in his jurisdiction.
- ADAs, DDAs, PD-ATMA and JDAs to monitor the conduct of the programme.
- All the District level officers need to monitor the conduct of campaign.
- Ensure the participation of RARS, ARS, KVK and DAATTC Scientists in selected RBKs.

**E. Monitoring the Conduct of Campaign:**

- Obtaining the daily reports from the districts.
- The state level monitoring section should generate the reports on daily basis and submit it to the Government.

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**F. Providing Mobility to the mandal team:**

- Two Vehicles will be provided to all the MAOs and ADAs one vehicle for Agriculture / Horticulture / Sericulture and one for Animal Husbandry / Dairy Development / Fisheries for conduct of the campaign.

**G. Documentation of the campaign:**

- The VAA, VAHA, MAOs will document the proceedings of the campaign.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

POONAM MALAKONDAIAH
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Commissioner of Agriculture, A.P., Guntur.
Copy to:
The Commissioner of Horticulture & Sericulture, A.P., Guntur.
The Commissioner of Agricultural Marketing, A.P., Guntur.
The Director of Animal Husbandry, Vijayawada.
The Commissioner of Fisheries, Vijayawada.
All the District Collectors.
The P.S. to Addl. Secretary to Hon'ble Chief Minister.
The P.S. to Hon'ble Minister for Agriculture.
The P.S to the Special Chief Secretary to Government (Agri.).
S.F./S.C.

//FORWARDED BY ORDER//

SECTION OFFICER